

FIG. 1

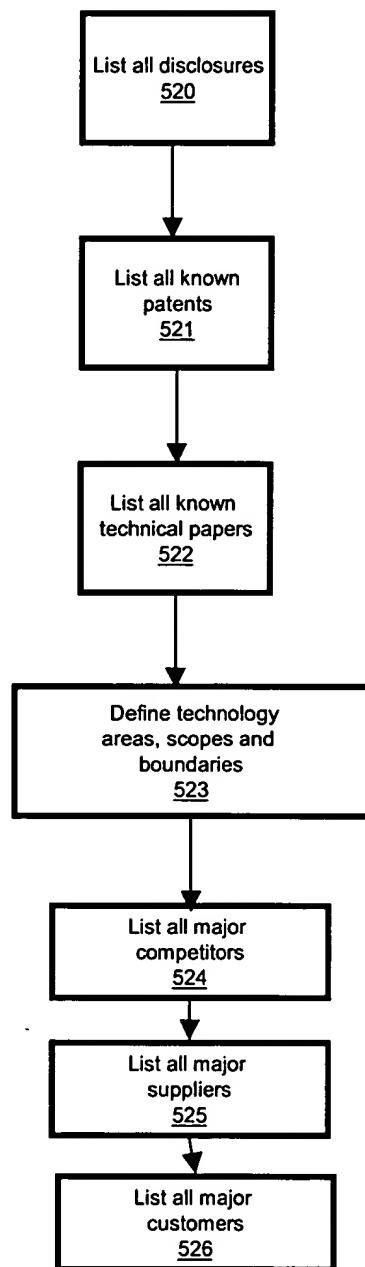


FIG. 2

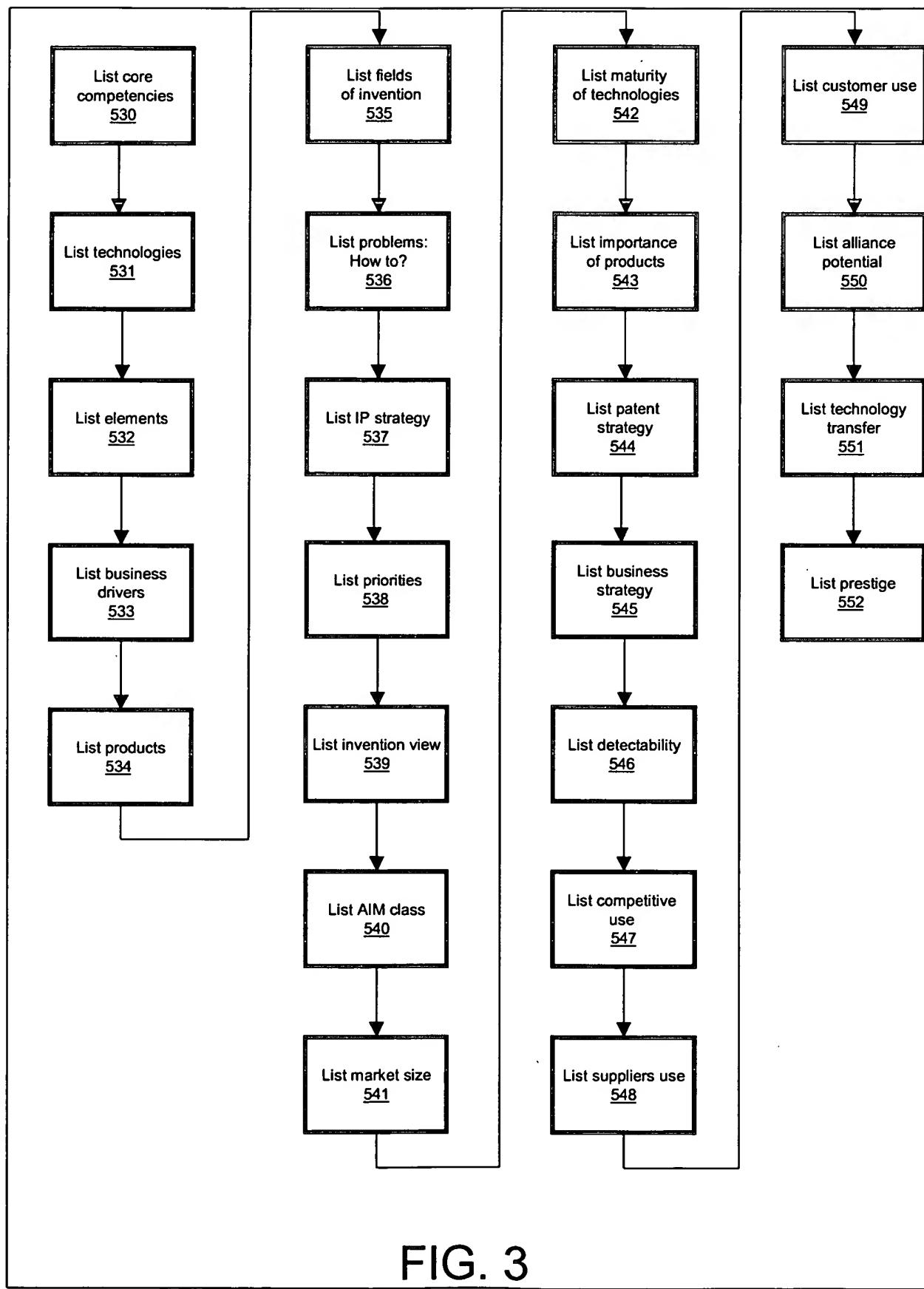


FIG. 3

Core Competency	Description	Weight Factor
Organic chemist		7
Chemical engineer		5
Biochemist		5
Toxicologist		3
Physical chemist		5
Analytical chemist		5
Medical Doctor		5

FIG. 4

Technology	Description	Weight
Organic chemistry	synthesis	7
Analytical chemistry	development method	3
Manufacturing processes		3
Animal studies	testing of drugs on animals	3

FIG. 5

Element	Description	Weight Factor
Chemical formulation		7
use friendly package		5
Patient reaction		7

FIG. 6

Business Driver	Weight Factor
Market response	7
User convenience	10
new treatment	5

FIG. 7

Product Category	Description of the major products in each category	Weight Factor
estrogen		5
disease treatment		7
drug prevention		3
calcitonin		3
estrogen inhibitors		5

FIG. 8

Field of Invention	Description of Fields	Weight Factor
synthetic chemistry		3
formulation		5
method of use		7

FIG. 9

Problems: How to...?	Weight Factor
improve bioavailability	7
improve drug acceptance	7
improve drug efficacy	9

00000000000000000000000000000000

FIG. 10

IP Strategies	Description of all Technologies	Weight Factor
Patent Around	combination of products	7
Publish In Front Of	tabletting, chemical formulation	4
Publish Around		
Need To Understand More		
Not In area of Interest	Method of use	1

FIG. 11

Priority	Technologies or Products
Emergency	once weekly dosing
High	direct compression formulation, coated tablet
Medium	organic synthesis
Low	

00000000000000000000000000000000

FIG. 12

Invention View	Description of Technologies or Products
User's Capability	tabletting, coating, packaging
Supplier's Capability	analytical chemistry
Competitors' Capability	

FIG. 13

Applied Invention Matrix	Description of Technologies or Products
Breakthrough	method of use
Distinctive	coating, tabletting
Incremental	

FIG. 14

Market Size	Description of Technologies or Products
\$1M-10M	
\$10M-100M	
\$100M-1B	
\$1B-5B	coating, combination products
Greater than \$5B	synthetic chemistry, formulation, tabletting, method of use

FIG. 15

Maturity of Technology	Description of Technologies or Products	Weight Factor
Last Generation	synthetic chemistry, tabletting,	5
Current Generation	coating,	3
Emerging Generation	chemical formulation, packaging, method of use, combination products	7

FIG. 16

<b>Importance of Product</b>	<b>Description of Technologies or Products</b>
<b>Peripheral</b>	tabletting,
<b>Element of a Product</b>	formulation, coating, packaging
<b>Essential to a Product</b>	method of use
<b>Creates a Product</b>	synthetic chemistry, combination of products

**FIG. 17**

Patent Strategy	Description of Technologies or Products
No Patent Strategy for this Invention field	calcitonin
High	disease treatment, drug prevention, estrogen inhibitors
Medium	estrogen,
Low	analytical method

**FIG. 18**

Business Strategy	Description of Technologies or Products
No Business Strategy For Field Of This Invention	formulation, tabletting
High	synthetic chemistry
Medium	method of use, combination of products
Low	tabletting, coating, packaging

FIG. 19

<b>Detection</b>	<b>Description of Technologies or Products</b>
<b>Obvious</b>	coating, tabletting, packaging, method of use, combination products
<b>Easily Detected</b>	
<b>Detectable With Work</b>	synthetic chemistry, formulation
<b>Undetectable</b>	

**FIG. 20**

Competitors Use	Description of Technologies or Products
<b>Less than 10% of Competitors will use</b>	
<b>10-50% of Competitors will use</b>	synthetic chemistry, formulation, method of use, combination products
<b>Most Competitors will use</b>	tabletting, coating, packaging,
<b>Unknown</b>	
<b>Will only be used by our Company</b>	

**FIG. 21**

Suppliers use	Description of Technologies or Products
Less than 10% of Suppliers will use	tabletting, coating, packaging, formulation, method of use, combination products
10-50% of Suppliers will use	
Most Suppliers will use	synthetic chemistry
Unknown	

Customer Use	Description of Technologies or Products
No Customers will use	
Less than 10% of Customers will use	tabletting, coating, formulation, synthetic chemistry ,packaging, method of use, combination products
10-50% of Customers will use	synthetic chemistry
Most of Customers will use	

FIG. 23

Alliance Potential	Description of Technologies or Products
Low	tabletting,
Medium	packaging, formulation
High	synthetic chemistry, coating, method of use, combination products
Unknown	

FIG. 24

Tech Transfer Potential	Description of Technologies or Products
Low	tabletting, coating
Medium	formulation, packaging
High	synthetic chemistry, method of use, combination products
Unknown	

FIG. 25

Prestige	Description of Technologies or Products
Low	tabletting, formulation
Medium	synthetic chemistry, coating, packaging
High	method of use, combination products

FIG. 26

**Step One: Main Categories** 560

To create the HLA framework, the products or technology must first be separated into general categories. For example, a computer system might be separated into the general categories of the processor, the monitor and input devices.

**Step Two: Sub-Category 1** 562

Next, separate the general categories into sub-categories. For example, the processor might be separated into the motherboard, the graphics board and the disk drives.

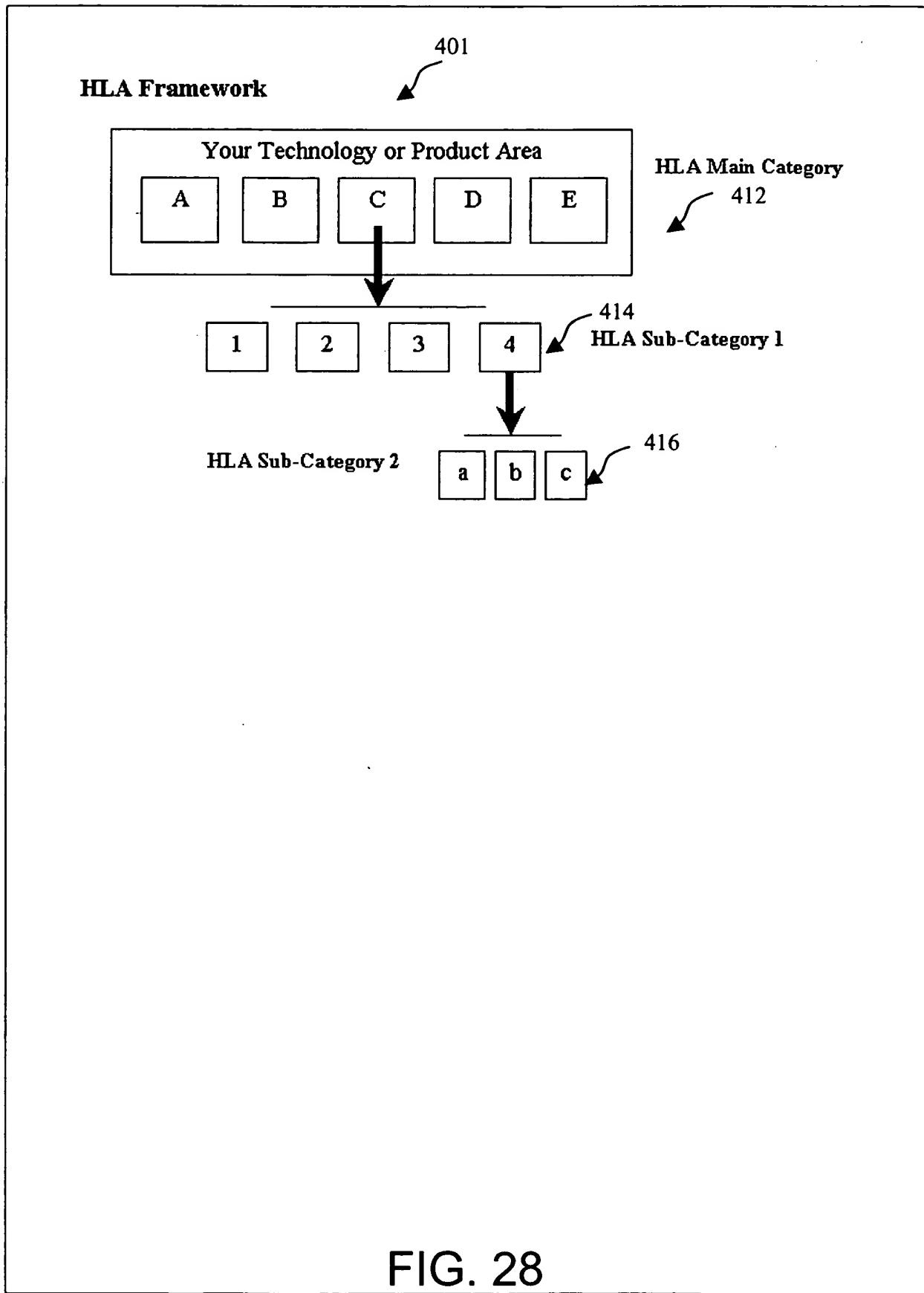
**Step Three: Sub-Category 2** 564

Next, if possible, separate each sub-category 1 entry into another level of sub-categories. For example, the motherboard might be separated into the CPU and the cache.

**Step Four: Add to Spreadsheet** 566

Finally, add this information to the spreadsheet by double clicking the icon below. Place the main categories in the "HLA - Main" column, the first sub-categories in the "Sub-Category 1" column, and the second sub-categories in the "Sub-Category 2" column.

**FIG. 27**



**Product: Computer 420**

HLA - Main	HLA - Sub-Category 1	HLA - Sub-Category 2
Processor <u>422</u>	Mother Board <u>428</u>	CPU <u>440</u>
Processor <u>422</u>	Mother Board <u>428</u>	Cache <u>442</u>
Processor <u>422</u>	Mother Board <u>428</u>	Ports <u>444</u>
Processor <u>422</u>	Graphics Board <u>430</u>	
Processor <u>422</u>	Disk Drives <u>432</u>	
Monitor <u>424</u>	Screen <u>434</u>	
Input Devices <u>426</u>	Mouse <u>436</u>	Buttons <u>446</u>
Input Devices <u>426</u>	Keyboard <u>438</u>	

**FIG. 29**

<b>Index 610 Patent Mapping</b>							
<b>Patent Number:</b>	<u>611 *****</u> <input type="button" value="Html5"/>						
<b>Class:</b>	<u>613 336</u> <input type="button" value="Sub Class:"/> <u>336/302.000614</u>						
<b>Inventor:</b>	<u>615</u> <input type="button" value="▼"/>						
<b>Assignee:</b>	<u>616</u> <input type="button" value="▼"/>						
<b>Cluster:</b>	<u>15</u> <input type="button" value="▼"/>						
<b>Title:</b>	<u>624 Permanent magnet magnetic circuit and magnetron plasma processing apparatus</u> <u>617</u>						
<b>Note:</b>	This invention relates to a permanent magnet magnetic circuit and magnetron plasma processing apparatus. <u>618</u>						
<b># of Claims:</b>	<u>619 7</u> <input type="button" value="# of Independent Claims:"/> <u>620 1</u>						
<b># of Citations:</b>	<u>621 1</u> <input type="button" value="# Citations not from Applicant:"/> <u>622 0</u>						
<b># of Content terms in 1st Claim:</b>	<u>623 31</u>						
<input type="button" value="Number of Citations from Applicant"/> <input type="button" value="Number of Citations Not from Applicant"/> <input type="button" value="Number of assignees citing the patent"/>							
<table border="1"> <tr> <td><input type="button" value="AIM Class"/></td> <td><input type="button" value="Distinctive"/></td> <td><input type="button" value="540 ▶"/></td> </tr> <tr> <td><input type="button" value="Value Points (1-100)"/> <u>29</u></td> <td colspan="2"><input type="button" value="625"/></td> </tr> </table>		<input type="button" value="AIM Class"/>	<input type="button" value="Distinctive"/>	<input type="button" value="540 ▶"/>	<input type="button" value="Value Points (1-100)"/> <u>29</u>	<input type="button" value="625"/>	
<input type="button" value="AIM Class"/>	<input type="button" value="Distinctive"/>	<input type="button" value="540 ▶"/>					
<input type="button" value="Value Points (1-100)"/> <u>29</u>	<input type="button" value="625"/>						
<input type="button" value="Invention View"/> <input type="button" value="Your Capability"/> <input type="button" value="539 ▶"/>							
<input type="button" value="Invention Type"/> <input type="button" value="Apparatus"/> <u>626 ▶</u>							
<input type="button" value="Priority"/> <input type="button" value="Medium"/> <u>538 ▶</u>							
<input type="button" value="IP Strategy"/> <input type="button" value="Patent Around"/> <u>537 ▶</u>							
<input type="button" value="Competency"/> <input type="button" value="Electrical Engineer"/> <u>530 ▶</u>							
<input type="button" value="Technology"/> <input type="button" value="Electrode design (all types)"/> <u>531 ▶</u>							
<input type="button" value="Elements"/> <input type="button" value="Plasma reactor/ magnetic blocks"/> <u>532</u>							
<input type="button" value="Business Driver"/> <input type="button" value="Improve uniformity"/> <u>533 ▶</u>							
<input type="button" value="Product"/> <input type="button" value="Reactor: Magnetically enhanced"/> <u>534 ▶</u>							
<input type="button" value="Field of Invention"/> <input type="button" value="plasma reactor / magnetically en"/> <u>535</u>							
<input type="button" value="Problems: How To"/> <input type="button" value="confine electrons &amp; ions using mag"/> <u>536</u>							
<input type="button" value="Generate Excel Sheets"/>							

FIG. 30

Product

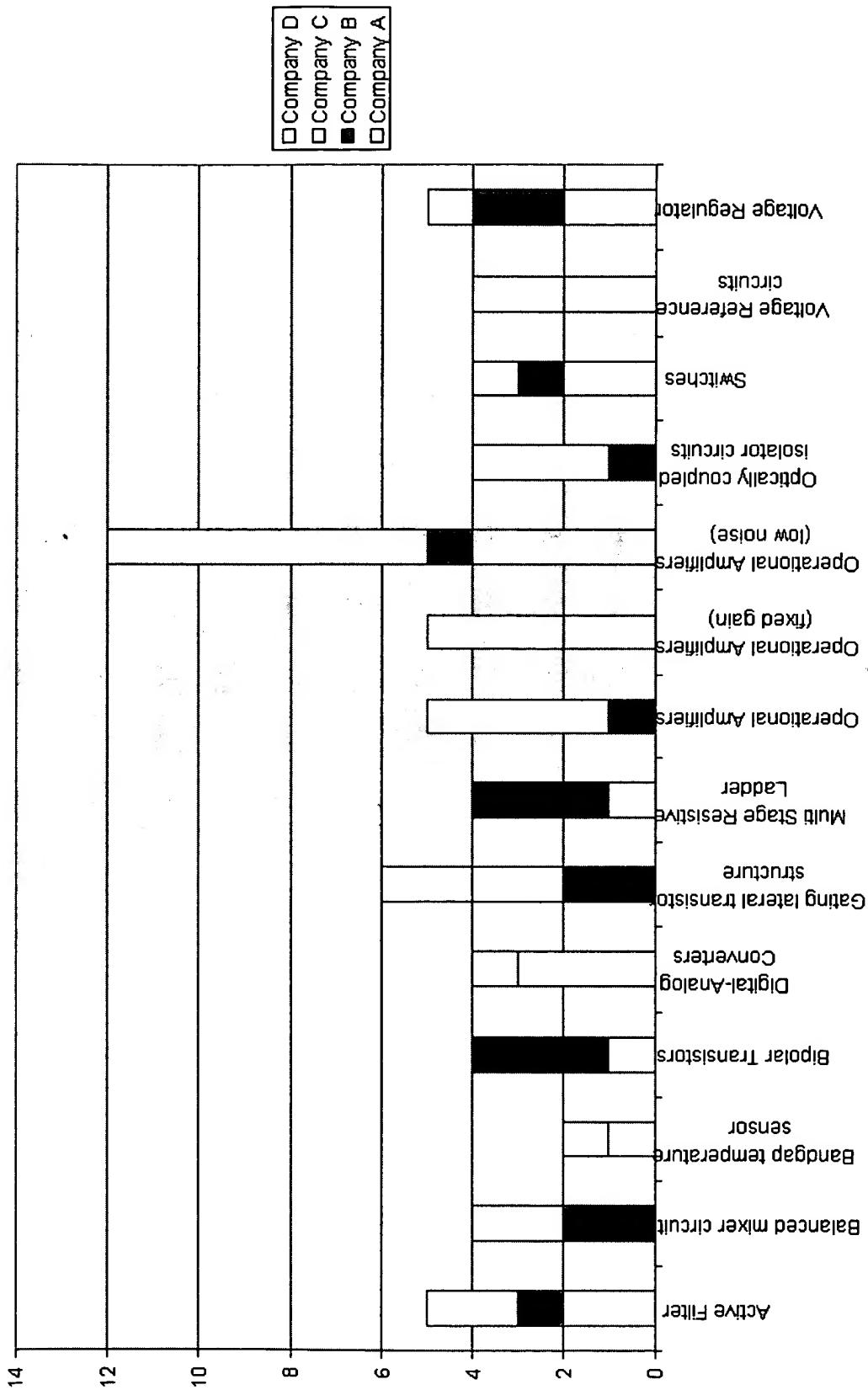


FIG. 31

## Technology

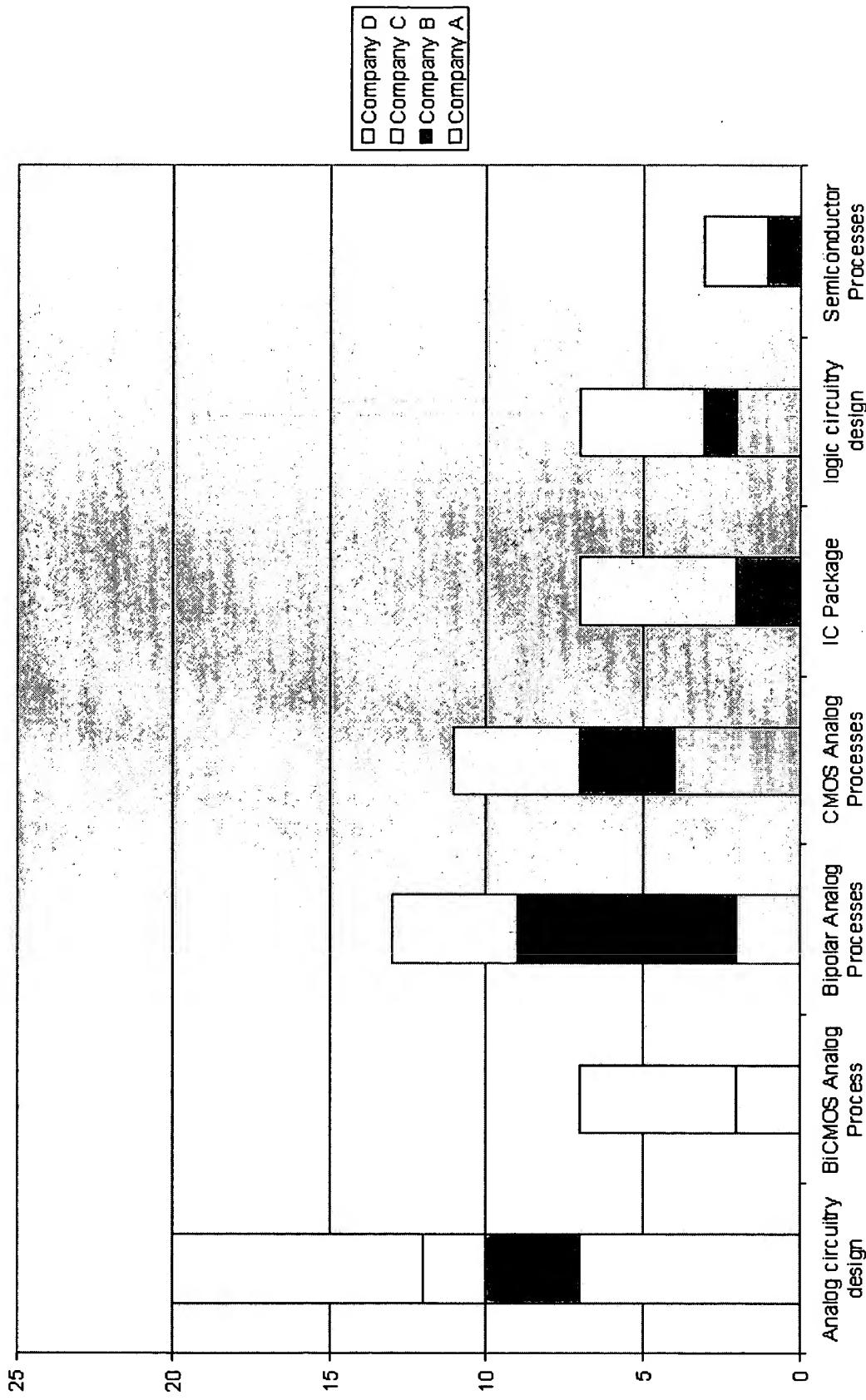
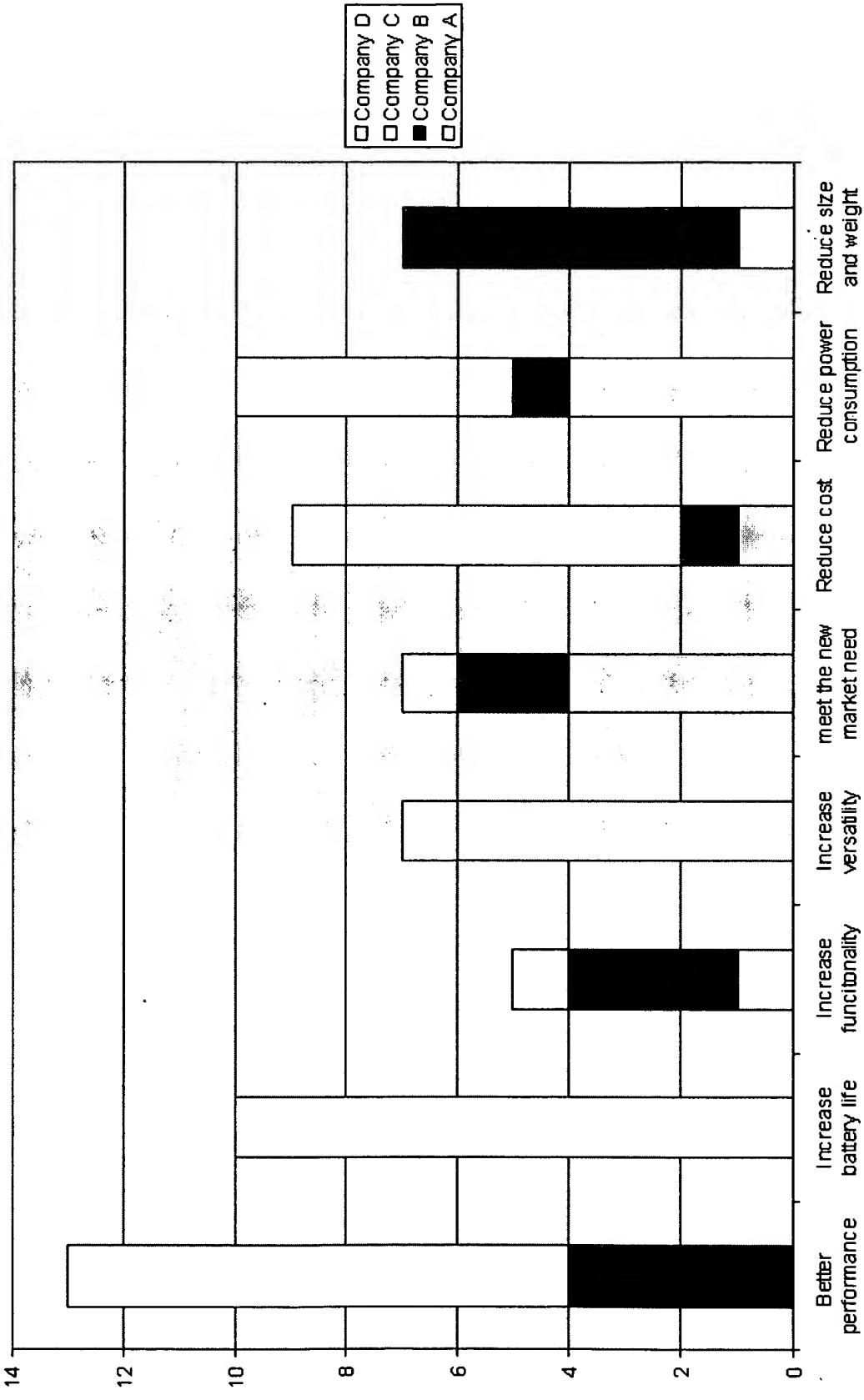


FIG. 32

## Business Drivers



**FIG. 33**

## Core Competency

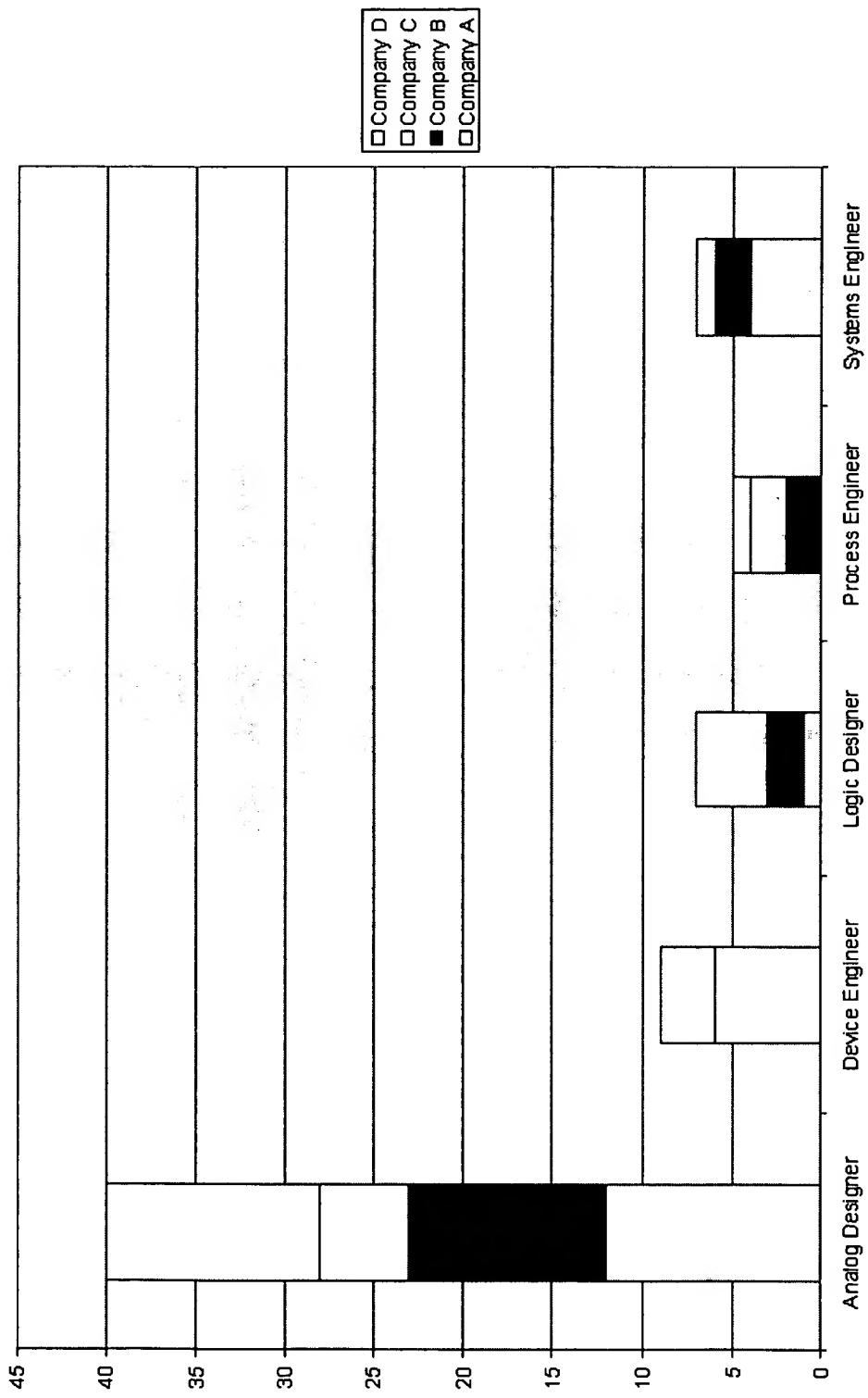


FIG. 34

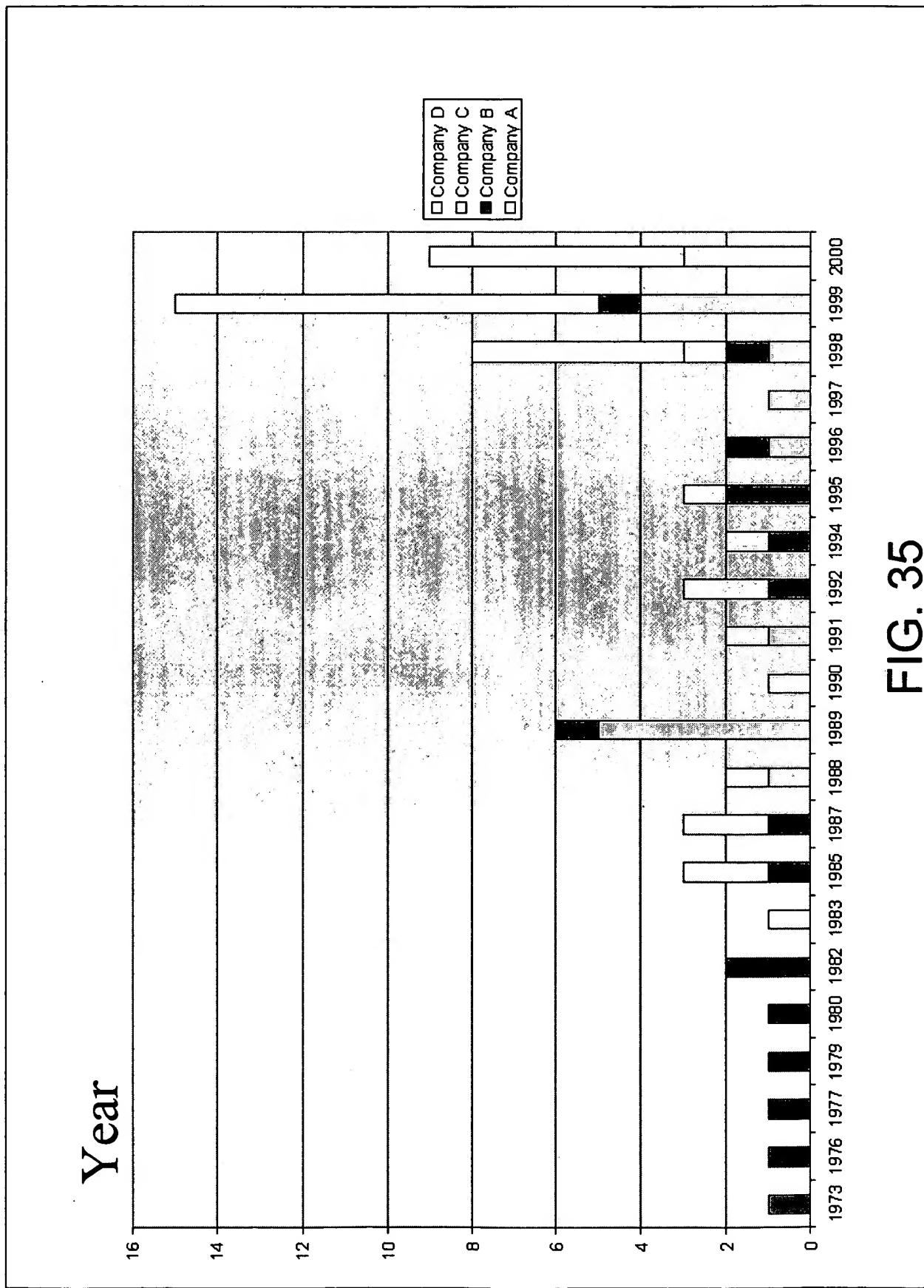


FIG. 35

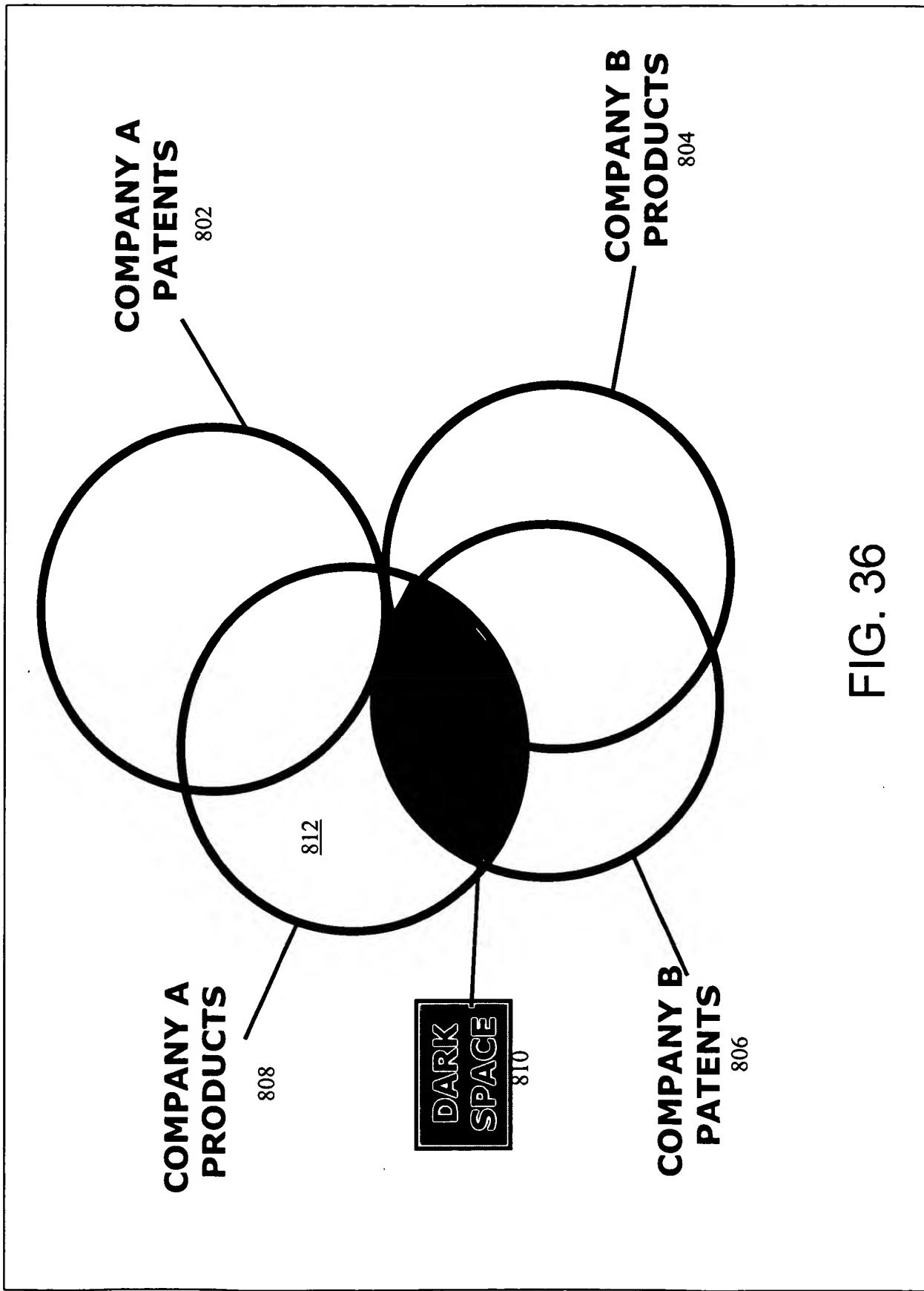
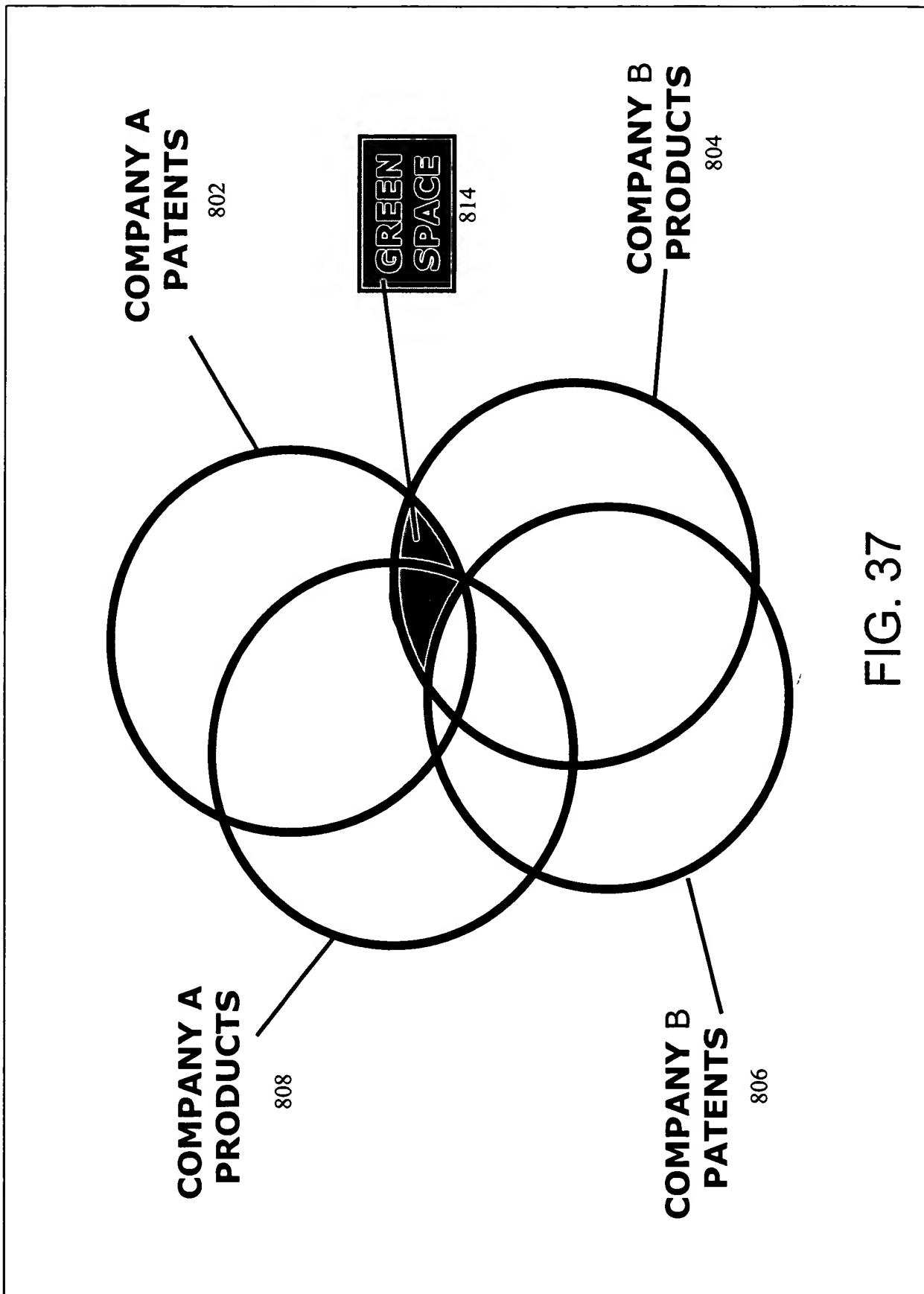


FIG. 36



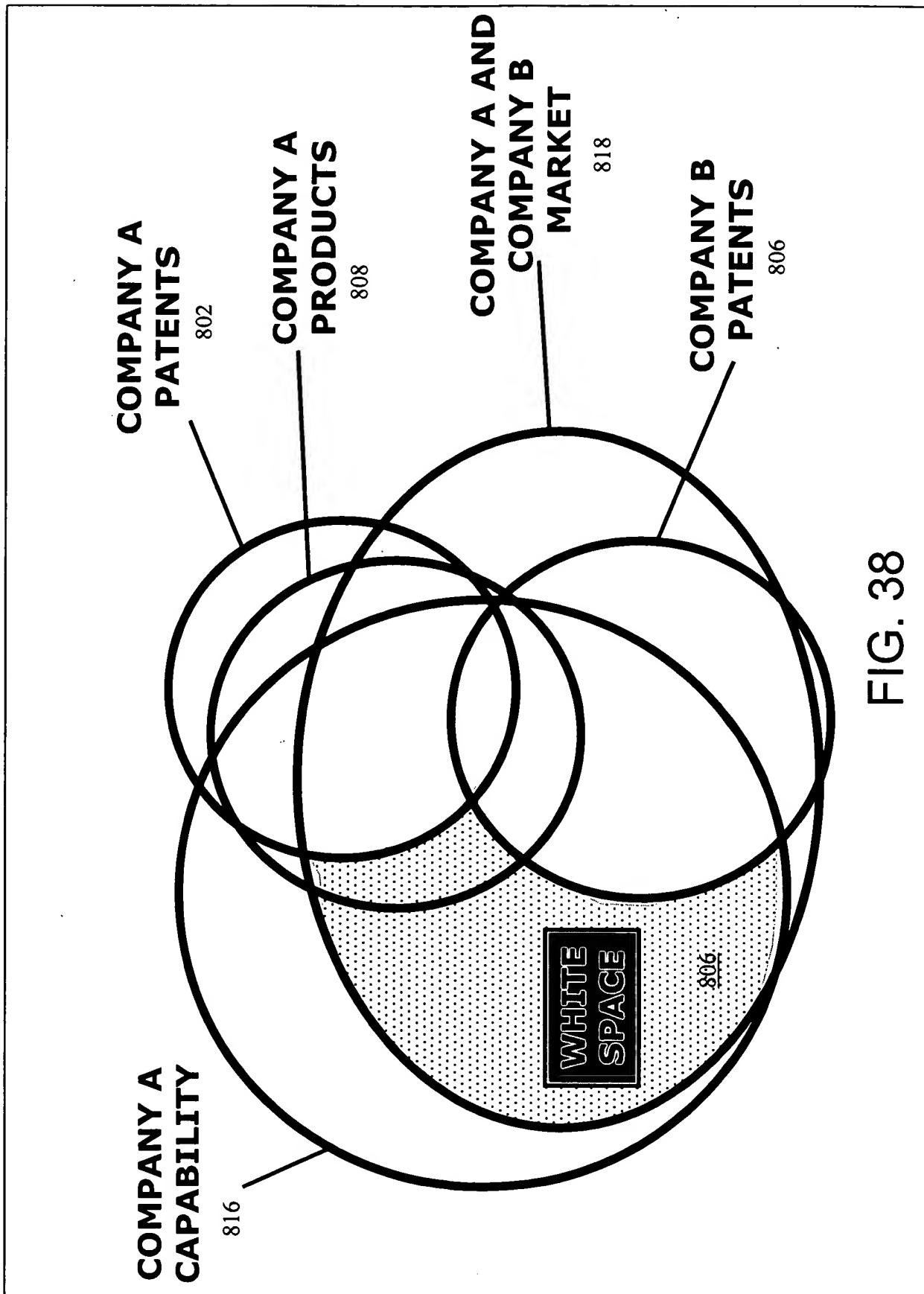


FIG. 38

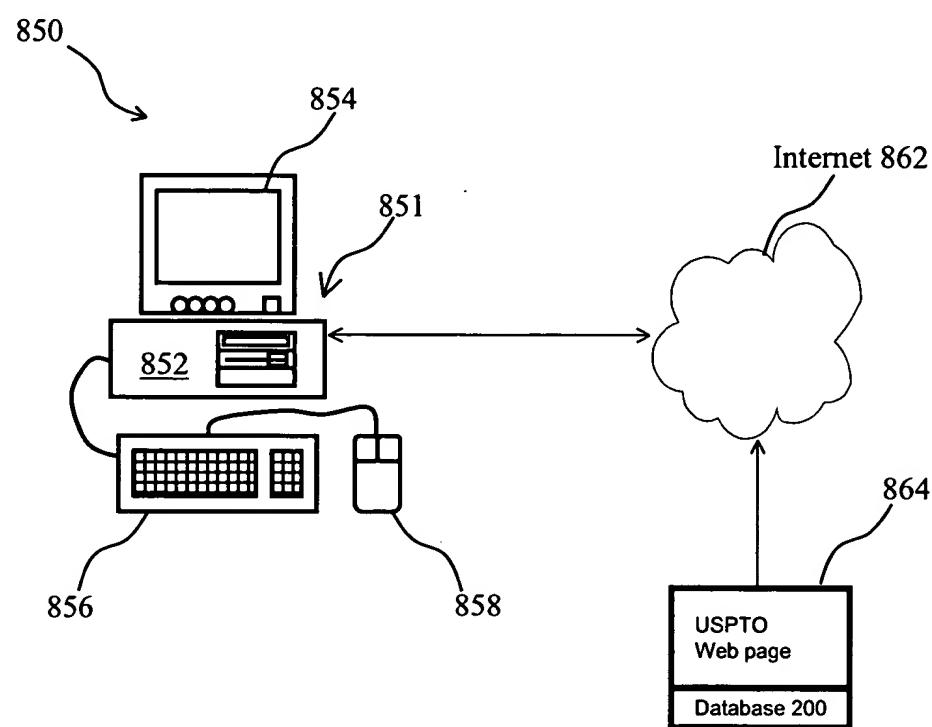


FIG. 39

Standard Patent Fields
Patent No.
Assignee
Year
Application date
Inventor
Class
Sub Class
IPC
Number of Claims
Number of Independent Claims
Number of Citations
Number of Content terms in first claim
Number of content terms in exemplary claim
Field 16
Title
Field 18

Table 1: Index of patent fields (**prior art**)

User Field	Definition
Core Competencies	Skills and background needed to produce the invention or field of interest
Technologies	Principal technologies utilized in developing the invention or field of invention(FOI)
Elements	Principal elements (components) used to produce the invention or FOI for apparatus are actual elements for methods are steps
Business Drivers	Commercial advantages of the invention. e.g., higher yield, reduced cost, improved uniformity, reduced size
Products	Products / methods / processes produced by the invention e.g., electrodes, market forecast...
Field of the invention	Fields of the invention. e.g, etching, data compression, etc...
Problems	Major technical problems that the invention solves; how to... e.g. resist corrosion, compress data, etc.
IP Strategy	Categorize the technology or product of the invention by the possibility of use against competitor's patents.
Priorities	Prioritize the importance of each technology or product for a company.
Invention view	Capabilities a company needs to have to produce the product of the invention.
AIM	Categorize the level of novelty of the invention according to breakthrough, distinctive, incremental
Market size	Market size for the product or FOI.
Maturity of Technologies	Estimation of the maturity of the invention .
Importance of Products	Importance of products or FOI to current or other planed products.
Patent strategy	Importance of the technologies or products to your patent strategies.
Business Strategy	Importance of the invention to the business strategy.
Detectability	Categorize FOI by the ability to detect their use by others.
Competitive use	Percentage of competition who would use the invention.
Supplier use	Percentage of suppliers who would use the invention.
Customer use	Percentage of Customers who would use the invention.

Table 2: List of all user fields and their definition

<b>Columns</b>	<u>660</u>
Patent No.	
Assignees	
Year	
Application date	
Inventors	
Class	
Current Sub Class	
IPC	
Number of Claims	
Number of Independent Claims	
Number of Citations	
Number of Citations not from applicant	
Number of Content terms in first claim	
Number of content terms in exemplary claim	
Field 16	
Title	
Field 18	
 <b>Standard Patent Fields</b>	
<u>651</u>	
 <b>User-defined Fields</b>	
<u>300</u>	
 <u>650</u>	
<b>Columns</b>	<u>660</u>
Technology	
Product	
Invention View	
Date	
Note (field of the invention)	
Value	
License Out	
IP Type	
Idea	
Priority	
Area	
Priority date	
Inventor 2	
Inventor 3	
Inventor 4	
Cluster	
Cluster	
Cluster Name	
Invention Type (Method or Apparatus...)	
AIM Class	
Core Competency	
Business Drivers	
Field of Invention	
Problems	
HLA (High Level Abstraction)	
HLA Category Level 1	
HLA Category Level 2	
HLA Cluster Group	
Group	
Market Size	
Maturity of Technology	
Importance to Products	
Patent Strategy	
Business Strategy	
Scope of Claims	
Detectability	
Avoidance	
Competitive Use	
Supplier Use	
Customer Use	
Alliance Potential	
Technology Transfer	
Prestige	
Patent ID	
Patent HTML	
Initials (reader)	
Count	

Table 3: Microsoft Excel Master Worksheet